

Hester Park Mural Project

Artist Call - Request for Qualifications (RFQ)

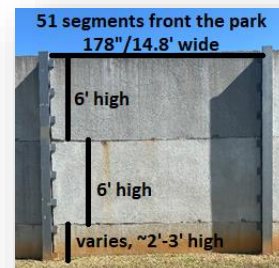
Creative Greensboro, the city's office for arts and culture, seeks a muralist with strong original artistic vision and experience in community engagement to create a mural at Hester Park. Located in Southwest Greensboro in City Council District 5, Hester Park sits within a diverse community. The park is named for Oka T. Hester, Greensboro's first Director of Parks and Recreation. Through the City's Participatory Budgeting process (cycle 3), residents voted to have a mural installed on the highway retaining wall at the park.

A group of community stakeholders describe the park as an important landmark of the area and a "hidden gem." They express an initial vision that the Hester Park Mural:

- create a sense of welcome, home and belonging for visitors to the park
- enhance the serene, contemplative and relaxing feel of the park's environment
- reflect the diversity and spirit of the neighborhood
- express the history of the park and the surrounding area

The selected artist will lead a community engagement process that reflects the demographics of the surrounding community and park users. More Information about the area can found in the community profile included at the end of this document. They will create a design for and install a mural on the retaining wall that reflects the vision of the stakeholder group, enhanced by additional voices from the community engagement process.

The Site: Located at 3615 Deutzia St, Hester Park has a 5.7 acre lake equipped with four fishing piers, fitness trails with exercise stations, a gazebo, horseshoe pits, athletic fields, tennis courts, picnic shelters and a sand volleyball court.



The portion of the highway retaining wall that fronts the park and its lake is approximately 765 linear feet, with approximately 10,500 sq.ft. of surface area. The wall is the property of the North Carolina Department of Transportation (NCDOT). NCDOT must approve the mural design and materials and award an encroachment to the City of Greensboro prior to installation of the artwork. City staff will lead this process and support the artist with details regarding material requirements as design concepts are developed.

Scope of Project: It is expected that the mural will cover a **minimum of 1,000 sq.ft or up to a maximum of 2,000 sq.ft.** on the retaining wall's surface. The final design for the mural is not limited to one contiguous area of the wall.

Budget: The total project budget for the Hester Park Mural Project is \$30,000. The selected artist will receive a contract for \$30,000 to support all project related costs, including but not limited to, community engagement, design services, materials and equipment required for installation, insurance and artist time.

Hester Park Mural Project

RFQ Submissions

Who is eligible to submit?

- Individuals who are North Carolina-based muralists. Priority consideration will be given to Greensboro-based artists.
- The individual submitter should have a minimum work experience that includes:
 - Completion of at least one (1) large-scale outdoor mural within the past 3 years and with a budget of at least \$20,000, and
 - Implementation of at least one (1) community-engagement process within the past 3 years to create a public work of art.
- While submissions that reflect the work of a team of artists will be accepted, a lead individual applicant must be identified who meets the minimum requirements listed above.

What will be included in the RFQ Submission?

- Contact Information
- Statement of Interest (500 words or less)
- Artist Resume/CV (If the submission represents the work of a team, an Artist Resume/CV can be included for each artist who would work on the project.)
- Work Samples – at least 5 and up to 10 images representing large-format mural work.
 - At least 3 images must reflect the outdoor mural work completed by the lead applicant and represent a project with a budget of at least \$20,000.
 - At least 1 work sample for any additional artist(s) listed as a member of the project team.
 - All work samples must reflect the direct work of the lead applicant and/or additional artists who are listed as confirmed members of the project team for the submission.
- Work Sample List – detailing specifics for each image submitted. (Responsible artist's name, commissioning body, location, size, budget, time to complete, date completed, and medium/materials used.)
- Description of one or more community engagement approaches/processes completed by the lead applicant for a public work of art. (500 words or less)
- References: Three (3) professional work references for the lead applicant.
 - At least 1 reference must have had direct involvement for commissioning the artist for a large-format outdoor mural project with a budget of at least \$20,000.
 - At least 1 reference must have had direct involvement for commissioning the artist for a public work of art that required an artist-led community engagement process.
- ***Please note:** No design proposals for the Hester Park Mural Project will be accepted in the RFQ application

How to Submit?

Complete the [online Hester Park Mural Project RFQ submission form](#)

Submissions cannot be accepted in any format other than the online form.

Deadline to submit is 5 p.m. on Monday, May 16, 2022.

Late submissions cannot be accepted. Incomplete submissions will not be considered.

Hester Park Mural Project

Review Process

May 16: RFQ Deadline

May 20-27: Stakeholder Committee reviews and scores RFQ submissions

June 3: Up to three finalists will be selected from the RFQ submission pool and invited to develop and present a proposal to the Stakeholder Committee that will:

- *Describe how they intend to lead a community engagement process that reflects the demographics of the surrounding community and park users to create a mural for a portion of the highway retaining wall at Hester Park*
- *Describe the medium they plan to use for the mural and initial ideas for coverage area*
- *Develop a budget summary outlining approximate expenditures. The total mural project budget is \$30,000.*
- **No artwork or design proposals will be submitted at this stage.*



June 25 – Each of the finalists will be invited for an in-person presentation to the Stakeholder Committee. Finalists will receive a \$500 honorarium for the creation and presentation of their proposals.

Mural Project Timeline

July – August: Contracted artist conducts 2-3 community engagement sessions. Artist design work.

September – October: Contracted artist submits a community-informed design proposal. Feedback and revisions may be required.

Fall/Winter 2022: City and NCDOT approvals. (limited, if any, artist involvement required)

Early spring 2023: Artist installs mural.

If you have questions, please contact one of these Creative Greensboro staff members:

Karen Archia
Community Partnerships Coordinator
Karen.archia@greensboro-nc.gov
336.433.7362

Josh Sherrick
Business Services Manager
Joshua.sherrick@greensboro-nc.gov
336.373.7817



Community Profile

Hester Park

3615 Deutzia St, Greensboro, North Carolina, 27407

Prepared by Esri

Latitude: 36.01707

Rings: 1, 3, 5 mile radii

Longitude: -79.85691

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	5,125	47,368	121,049
2010 Total Population	5,827	51,833	129,192
2021 Total Population	5,877	55,159	139,954
2021 Group Quarters	23	489	5,117
2026 Total Population	6,506	57,994	146,089
2021-2026 Annual Rate	2.05%	1.01%	0.86%
2021 Total Daytime Population	4,779	53,161	148,337
Workers	1,641	24,403	75,916
Residents	3,138	28,758	72,421
Household Summary			
2000 Households	2,152	18,883	48,902
2000 Average Household Size	2.38	2.47	2.37
2010 Households	2,378	20,556	52,936
2010 Average Household Size	2.44	2.50	2.35
2021 Households	2,384	21,841	57,330
2021 Average Household Size	2.46	2.50	2.35
2026 Households	2,639	22,987	59,961
2026 Average Household Size	2.46	2.50	2.35
2021-2026 Annual Rate	2.05%	1.03%	0.90%
2010 Families	1,527	12,727	30,065
2010 Average Family Size	3.03	3.12	3.01
2021 Families	1,505	13,112	31,571
2021 Average Family Size	3.07	3.15	3.04
2026 Families	1,671	13,704	32,761
2026 Average Family Size	3.06	3.16	3.05
2021-2026 Annual Rate	2.11%	0.89%	0.74%
Housing Unit Summary			
2000 Housing Units	2,237	20,004	52,199
Owner Occupied Housing Units	56.5%	55.7%	52.6%
Renter Occupied Housing Units	39.7%	38.7%	41.1%
Vacant Housing Units	3.8%	5.6%	6.3%
2010 Housing Units	2,550	23,141	59,048
Owner Occupied Housing Units	62.3%	47.0%	45.6%
Renter Occupied Housing Units	30.9%	41.8%	44.0%
Vacant Housing Units	6.7%	11.2%	10.4%
2021 Housing Units	2,574	24,649	63,678
Owner Occupied Housing Units	59.6%	43.7%	42.5%
Renter Occupied Housing Units	33.0%	44.9%	47.5%
Vacant Housing Units	7.4%	11.4%	10.0%
2026 Housing Units	2,824	25,932	66,609
Owner Occupied Housing Units	62.9%	44.6%	43.3%
Renter Occupied Housing Units	30.6%	44.1%	46.8%
Vacant Housing Units	6.6%	11.4%	10.0%
Median Household Income			
2021	\$53,917	\$47,156	\$47,993
2026	\$61,511	\$53,322	\$53,403

U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Community Profile

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3615 Deutzia St, Greensboro, North Carolina, 27407

Rings: 1, 3, 5 mile radii

Prepared by Esri

Latitude: 36.01707

Longitude: -79.85691

	1 mile	3 miles	5 miles
2021 Households by Income			
Median Home Value			
2021	\$151,267	\$145,561	\$178,718
2026	\$237,278	\$184,623	\$230,471
Per Capita Income			
2021	\$27,893	\$24,579	\$27,112
2026	\$32,911	\$28,035	\$30,585
Median Age			
2010	37.2	33.1	32.5
2021	39.2	35.0	34.4
2026	40.6	36.0	35.3
Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.			
Source:			
Household Income Base	2,384	21,841	57,330
<\$15,000	10.3%	12.2%	13.4%
\$15,000 - \$24,999	10.5%	11.2%	10.7%
\$25,000 - \$34,999	10.6%	13.0%	11.5%
\$35,000 - \$49,999	13.3%	15.9%	16.0%
\$50,000 - \$74,999	22.8%	19.0%	17.8%
\$75,000 - \$99,999	10.8%	11.3%	11.8%
\$100,000 - \$149,999	13.3%	12.1%	11.7%
\$150,000 - \$199,999	5.5%	3.0%	3.9%
\$200,000+	2.8%	2.2%	3.2%
Average Household Income	\$69,612	\$62,201	\$65,874
2026 Households by Income			
Household Income Base	2,639	22,987	59,961
<\$15,000	8.4%	10.6%	11.7%
\$15,000 - \$24,999	8.2%	9.5%	9.4%
\$25,000 - \$34,999	8.5%	11.5%	10.5%
\$35,000 - \$49,999	11.4%	14.6%	14.8%
\$50,000 - \$74,999	23.8%	20.2%	18.6%
\$75,000 - \$99,999	13.1%	12.9%	13.1%
\$100,000 - \$149,999	15.8%	14.3%	13.5%
\$150,000 - \$199,999	7.0%	3.8%	4.8%
\$200,000+	3.8%	2.6%	3.7%
Average Household Income	\$82,066	\$70,898	\$74,219
2021 Owner Occupied Housing Units by Value			
Total	1,534	10,765	27,087
<\$50,000	5.0%	5.3%	4.2%
\$50,000 - \$99,999	10.7%	17.5%	13.5%
\$100,000 - \$149,999	33.9%	29.9%	20.8%
\$150,000 - \$199,999	19.3%	19.9%	20.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



\$200,000 - \$249,999	8.1%	7.8%	11.3%
\$250,000 - \$299,999	2.8%	4.0%	6.8%
\$300,000 - \$399,999	4.8%	6.1%	12.5%
\$400,000 - \$499,999	6.8%	3.3%	4.7%
\$500,000 - \$749,999	4.4%	2.3%	3.3%
\$750,000 - \$999,999	1.7%	1.9%	1.6%
\$1,000,000 - \$1,499,999	2.5%	1.8%	1.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.3%	0.1%
Average Home Value	\$232,883	\$212,062	\$233,514

2026 Owner Occupied Housing Units by Value

Total	1,776	11,556	28,807
<\$50,000	1.9%	3.5%	2.5%
\$50,000 - \$99,999	3.9%	9.9%	7.0%
\$100,000 - \$149,999	17.5%	22.4%	14.2%
\$150,000 - \$199,999	19.6%	20.7%	18.5%
\$200,000 - \$249,999	9.5%	9.3%	12.8%
\$250,000 - \$299,999	4.1%	6.7%	9.1%
\$300,000 - \$399,999	9.5%	10.0%	17.7%
\$400,000 - \$499,999	11.1%	6.2%	8.0%
\$500,000 - \$749,999	17.3%	5.3%	5.9%
\$750,000 - \$999,999	2.6%	3.4%	2.5%
\$1,000,000 - \$1,499,999	2.9%	2.2%	1.7%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.4%	0.2%
Average Home Value	\$343,370	\$275,818	\$291,289

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Total	5,824	51,834	129,192
0 - 4	7.8%	7.5%	6.6%
5 - 9	6.5%	7.1%	6.2%
10 - 14	6.2%	6.6%	5.8%
15 - 24	13.0%	15.6%	19.3%
25 - 34	13.2%	16.0%	15.5%
35 - 44	15.6%	14.3%	13.1%
45 - 54	14.0%	13.0%	12.8%
55 - 64	12.0%	10.1%	10.3%
65 - 74	7.2%	5.6%	5.6%
75 - 84	3.5%	3.2%	3.4%
85 +	1.2%	1.1%	1.3%
18 +	75.6%	74.9%	77.7%

2021 Population by Age

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Prepared by Esri

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Longitude: -79.85691

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2010 Population by Age			
Total	5,879	55,159	139,953
0 - 4	6.3%	6.5%	5.8%
5 - 9	6.9%	6.4%	5.6%
10 - 14	7.2%	6.3%	5.5%
15 - 24	10.9%	14.4%	17.8%
25 - 34	13.1%	16.3%	16.2%
35 - 44	12.8%	13.8%	12.8%
45 - 54	14.7%	12.1%	11.2%
55 - 64	12.3%	10.6%	11.0%
65 - 74	9.9%	8.2%	8.3%
75 - 84	4.6%	3.8%	4.0%
85 +	1.4%	1.4%	1.7%
18 +	75.9%	77.0%	79.7%
2026 Population by Age			
Total	6,504	57,992	146,089
0 - 4	6.1%	6.5%	5.9%
5 - 9	6.2%	6.2%	5.4%
10 - 14	6.9%	6.1%	5.4%
15 - 24	11.6%	14.4%	17.7%
25 - 34	11.4%	15.1%	15.1%
35 - 44	13.4%	14.6%	13.5%
45 - 54	13.2%	11.7%	10.9%
55 - 64	13.3%	10.6%	10.5%
65 - 74	10.6%	8.6%	8.7%
75 - 84	5.7%	4.7%	5.0%
85 +	1.5%	1.5%	1.9%
18 +	76.6%	77.6%	80.1%
2010 Population by Sex			
Males	2,835	24,986	61,267
Females	2,992	26,847	67,925
2021 Population by Sex			
Males	2,874	26,782	66,740
Females	3,003	28,377	73,214
2026 Population by Sex			
Males	3,207	28,203	69,692
Females	3,299	29,790	76,397
Total	5,828	51,833	129,192
White Alone	41.1%	39.0%	47.9%
Black Alone	36.5%	42.0%	38.5%
American Indian Alone	0.5%	0.9%	0.7%
Asian Alone	12.3%	7.0%	4.9%
Pacific Islander Alone	0.0%	0.1%	0.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Some Other Race Alone	6.6%	8.1%	5.1%
Two or More Races	3.0%	3.1%	2.8%
Hispanic Origin	11.3%	14.2%	9.6%
Diversity Index	74.6	74.8	68.6
2021 Population by Race/Ethnicity			
Total	5,876	55,158	139,954
White Alone	33.0%	32.3%	41.4%
Black Alone	38.4%	44.1%	41.2%
American Indian Alone	0.4%	0.8%	0.7%
Asian Alone	16.7%	9.4%	7.0%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	7.9%	9.5%	6.1%
Two or More Races	3.7%	3.7%	3.5%
Hispanic Origin	13.4%	16.5%	11.6%
Diversity Index	78.2	77.7	72.5
2026 Population by Race/Ethnicity			
Total	6,506	57,992	146,089
White Alone	31.2%	29.7%	38.5%
Black Alone	37.4%	44.2%	41.8%
American Indian Alone	0.4%	0.8%	0.7%
Asian Alone	18.1%	10.7%	8.2%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	9.0%	10.5%	6.9%
Two or More Races	4.0%	4.0%	3.9%
Hispanic Origin	15.0%	17.9%	12.8%
Diversity Index	79.9	79.2	74.4
2010 Population by Relationship and Household Type			
Total	5,827	51,833	129,192
In Households	99.7%	99.1%	96.4%
In Family Households	82.1%	79.6%	72.5%
Householder	25.9%	24.6%	23.3%
Spouse	17.9%	15.0%	14.5%
Child	30.7%	31.5%	27.9%
Other relative	4.9%	5.4%	4.4%
Nonrelative	2.8%	3.1%	2.5%
In Nonfamily Households	17.6%	19.6%	23.9%
In Group Quarters	0.3%	0.9%	3.6%
Institutionalized Population	0.0%	0.7%	0.6%
Noninstitutionalized Population	0.3%	0.2%	3.0%
Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.			
Total	4,036	36,608	91,244
Less than 9th Grade	5.5%	4.6%	3.2%
9th - 12th Grade, No Diploma	5.6%	7.5%	6.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
High School Graduate	21.0%	22.1%	19.6%
GED/Alternative Credential	3.7%	4.2%	3.3%
Some College, No Degree	25.3%	23.2%	21.9%
Associate Degree	9.4%	9.7%	9.2%
Bachelor's Degree	21.1%	19.8%	23.1%
Graduate/Professional Degree	8.3%	8.9%	13.1%
2021 Population 15+ by Marital Status			
Total	4,675	44,553	116,222
Never Married	38.0%	41.5%	46.2%
Married	45.3%	41.8%	37.9%
Widowed	6.3%	4.8%	4.6%
Divorced	10.3%	11.9%	11.2%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+ 2,962 28,262 72,757	Population 16+ Employed 93.3% 94.4% 93.8%		
Population 16+ Unemployment rate	6.7%	5.6%	6.2%
Population 16-24 Employed	12.0%	15.1%	17.7%
Population 16-24 Unemployment rate	7.0%	8.0%	9.0%
Population 25-54 Employed	65.4%	68.0%	64.0%
Population 25-54 Unemployment rate	8.7%	5.8%	6.0%
Population 55-64 Employed	15.6%	12.0%	13.0%
Population 55-64 Unemployment rate	0.0%	3.2%	4.5%
Population 65+ Employed	7.0%	4.9%	5.3%
Population 65+ Unemployment rate	0.0%	1.6%	1.9%
2021 Employed Population 16+ by Industry			
Total	2,764	26,673	68,267
Agriculture/Mining	0.3%	0.1%	0.1%
Construction	5.0%	6.8%	5.8%
Manufacturing	9.3%	12.1%	10.7%
Wholesale Trade	2.9%	2.4%	2.6%
Retail Trade	13.8%	13.9%	13.4%
Transportation/Utilities	6.1%	7.5%	7.4%
Information	0.6%	1.1%	1.2%
Finance/Insurance/Real Estate	9.5%	9.1%	8.1%
Services	51.4%	44.2%	48.2%
Public Administration	1.0%	2.7%	2.5%
2021 Employed Population 16+ by Occupation			
Total	2,765	26,675	68,269
White Collar	51.4%	56.6%	62.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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1 mile					3 miles			5 miles	
2010 Households by Type									
Management/Business/Financial					17.4%			15.4%	16.6%
Professional					18.2%			18.8%	23.2%
Sales					6.9%			11.0%	11.5%
Administrative Support					8.9%			11.3%	11.2%
Services					17.4%			15.2%	15.6%
Blue Collar					31.2%			28.2%	21.9%
Farming/Forestry/Fishing					0.2%			0.0%	0.1%
Construction/Extraction					3.8%			5.0%	3.9%
Installation/Maintenance/Repair					1.9%			2.9%	2.6%
Production					9.2%			8.2%	5.6%
Transportation/Material Moving	16.2%	12.0%	9.7%	Total	2,379	20,555	52,935		
Households with 1 Person					29.4%			29.8%	32.2%
Households with 2+ People					70.6%			70.2%	67.8%
Family Households					64.2%			61.9%	56.8%
Husband-wife Families					44.2%			37.7%	35.4%
With Related Children					19.7%			17.9%	15.7%
Other Family (No Spouse Present)					20.0%			24.2%	21.4%
Other Family with Male Householder					5.3%			6.2%	5.1%
With Related Children					2.9%			3.5%	2.7%
Other Family with Female Householder					14.8%			18.0%	16.3%
With Related Children					10.3%			12.7%	11.5%
Nonfamily Households					6.4%			8.3%	11.0%
All Households with Children					33.4%			34.7%	30.3%
Multigenerational Households					3.7%			4.1%	3.3%
Unmarried Partner Households					6.1%			7.4%	6.9%
Male-female					5.2%			6.6%	6.0%
Same-sex					0.8%			0.8%	0.8%
2010 Households by Size									
Total					2,379			20,556	52,938
1 Person Household					29.4%			29.8%	32.2%
2 Person Household					32.2%			31.0%	32.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Community Profile

Hester Park

3615 Deutzia St, Greensboro, North Carolina, 27407

Rings: 1, 3, 5 mile radii

Prepared by Esri

Latitude: 36.01707

Longitude: -79.85691

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
3 Person Household	16.4%	16.8%	16.3%
4 Person Household	11.8%	12.0%	10.9%
5 Person Household	6.3%	6.1%	4.9%
6 Person Household	2.3%	2.6%	1.9%
7 + Person Household	1.6%	1.7%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	2,378	20,556	52,936
Owner Occupied	66.8%	53.0%	50.9%
Owned with a Mortgage/Loan	52.3%	41.9%	39.1%
Owned Free and Clear	14.5%	11.1%	11.8%
Renter Occupied	33.2%	47.0%	49.1%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	185	169	140
Percent of Income for Mortgage	11.8%	12.9%	15.6%
Wealth Index	66	54	61
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,550	23,141	59,048
Housing Units Inside Urbanized Area	99.0%	97.9%	97.1%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.0%	2.1%	2.9%
2010 Population By Urban/ Rural Status			
Total Population	5,827	51,833	129,192
Population Inside Urbanized Area	99.0%	98.0%	97.1%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.0%	2.0%	2.9%
Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parentchild relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.			
1.	Rustbelt Traditions (5D)	Metro Fusion (11C)	Young and Restless (11B)
2.	Front Porches (8E)	Rustbelt Traditions (5D)	Metro Fusion (11C)
3.	The Great Outdoors (6C)	Set to Impress (11D)	Exurbanites (1E)
2021 Consumer Spending			
Apparel & Services: Total \$	\$3,770,404	\$32,380,860	\$90,806,901
Average Spent	\$1,581.55	\$1,482.57	\$1,583.93
Spending Potential Index	75	70	75
Education: Total \$	\$3,092,942	\$25,487,962	\$74,008,489
Average Spent	\$1,297.38	\$1,166.98	\$1,290.92
Spending Potential Index	75	68	75
Entertainment/Recreation: Total \$	\$5,856,718	\$47,106,247	\$130,846,177
Average Spent	\$2,456.68	\$2,156.78	\$2,282.33
Spending Potential Index	76	67	71

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



Food at Home: Total \$	\$9,766,858	\$81,961,687	\$228,413,413
Average Spent	\$4,096.84	\$3,752.65	\$3,984.19
Spending Potential Index	75	69	73
Food Away from Home: Total \$	\$6,713,496	\$57,992,495	\$162,546,979
Average Spent	\$2,816.06	\$2,655.21	\$2,835.29
Spending Potential Index	74	70	75
Health Care: Total \$	\$11,413,427	\$90,550,066	\$250,025,091
Average Spent	\$4,787.51	\$4,145.88	\$4,361.16
Spending Potential Index	77	66	70
HH Furnishings & Equipment: Total \$	\$4,049,764	\$33,290,523	\$92,019,946
Average Spent	\$1,698.73	\$1,524.22	\$1,605.09
Spending Potential Index	75	68	71
Personal Care Products & Services: Total \$	\$1,612,466	\$13,511,145	\$37,638,582
Average Spent	\$676.37	\$618.61	\$656.53
Spending Potential Index	75	69	73
Shelter: Total \$	\$36,469,455	\$303,212,368	\$846,811,772
Average Spent	\$15,297.59	\$13,882.71	\$14,770.83
Spending Potential Index	76	69	73
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,378,964	\$34,385,042	\$93,928,474
Average Spent	\$1,836.81	\$1,574.33	\$1,638.38
Spending Potential Index	77	66	69
Travel: Total \$	\$4,573,466	\$36,302,952	\$99,957,588
Average Spent	\$1,918.40	\$1,662.15	\$1,743.55
Spending Potential Index	76	66	69
Vehicle Maintenance & Repairs: Total \$	\$2,031,136	\$16,971,450	\$47,301,502
Average Spent	\$851.99	\$777.05	\$825.07
Spending Potential Index	77	70	74

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.